

8WEEKSQLCHALLENGE.COM  
CASE STUDY #3



FOODIE-FI



AVO GOOD TIME

DATAWITHDANNY.COM



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# INTRODUCTION

Subscription based businesses are super popular and Danny realised that there was a large gap in the market - he wanted to create a new streaming service that only had food related content - something like Netflix but with only cooking shows!

Danny finds a few smart friends to launch his new startup Foodie-Fi in 2020 and started selling monthly and annual subscriptions, giving their customers unlimited on-demand access to exclusive food videos from around the world!

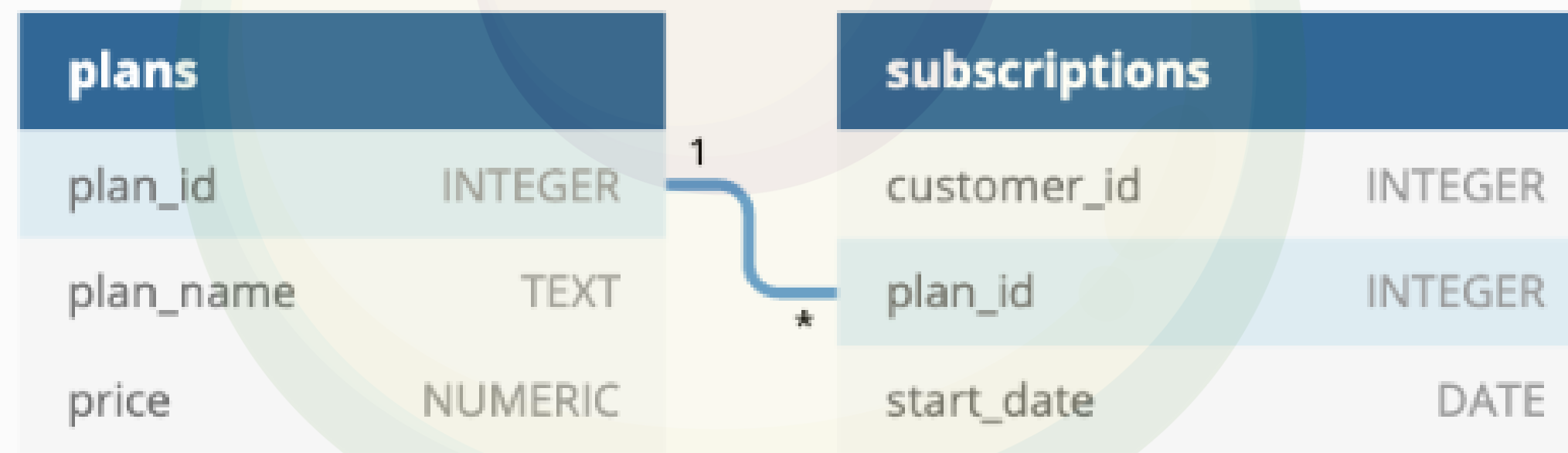
Danny created Foodie-Fi with a data driven mindset and wanted to ensure all future investment decisions and new features were decided using data. This case study focuses on using subscription style digital data to answer important business questions.

## Available Data

Danny has shared the data design for Foodie-Fi and also short descriptions on each of the database tables - our case study focuses on only 2 tables but there will be a challenge to create a new table for the Foodie-Fi team.

All datasets exist within the `foodie-fi` database schema - be sure to include this reference within your SQL scripts as you start exploring the data and answering the case study questions.

### Entity Relationship Diagram



**Table 1: plans**

Customers can choose which plans to join Foodie-Fi when they first sign up.

Basic plan customers have limited access and can only stream their videos and is only available monthly at \$9.90

Pro plan customers have no watch time limits and are able to download videos for offline viewing. Pro plans start at \$19.90 a month or \$199 for an annual subscription.

Customers can sign up to an initial 7 day free trial will automatically continue with the pro monthly subscription plan unless they cancel, downgrade to basic or upgrade to an annual pro plan at any point during the trial.

When customers cancel their Foodie-Fi service - they will have a **churn** plan record with a **null** price but their plan will continue until the end of the billing period.

plan_id	plan_name	price
0	trial	0
1	basic monthly	9.90
2	pro monthly	19.90
3	pro annual	199
4	churn	null

Table 2: subscriptions

Customer subscriptions show the exact date where their specific `plan_id` starts.

If customers downgrade from a pro plan or cancel their subscription - the higher plan will remain in place until the period is over - the `start_date` in the `subscriptions` table will reflect the date that the actual plan changes.

When customers upgrade their account from a basic plan to a pro or annual pro plan - the higher plan will take effect straightaway.

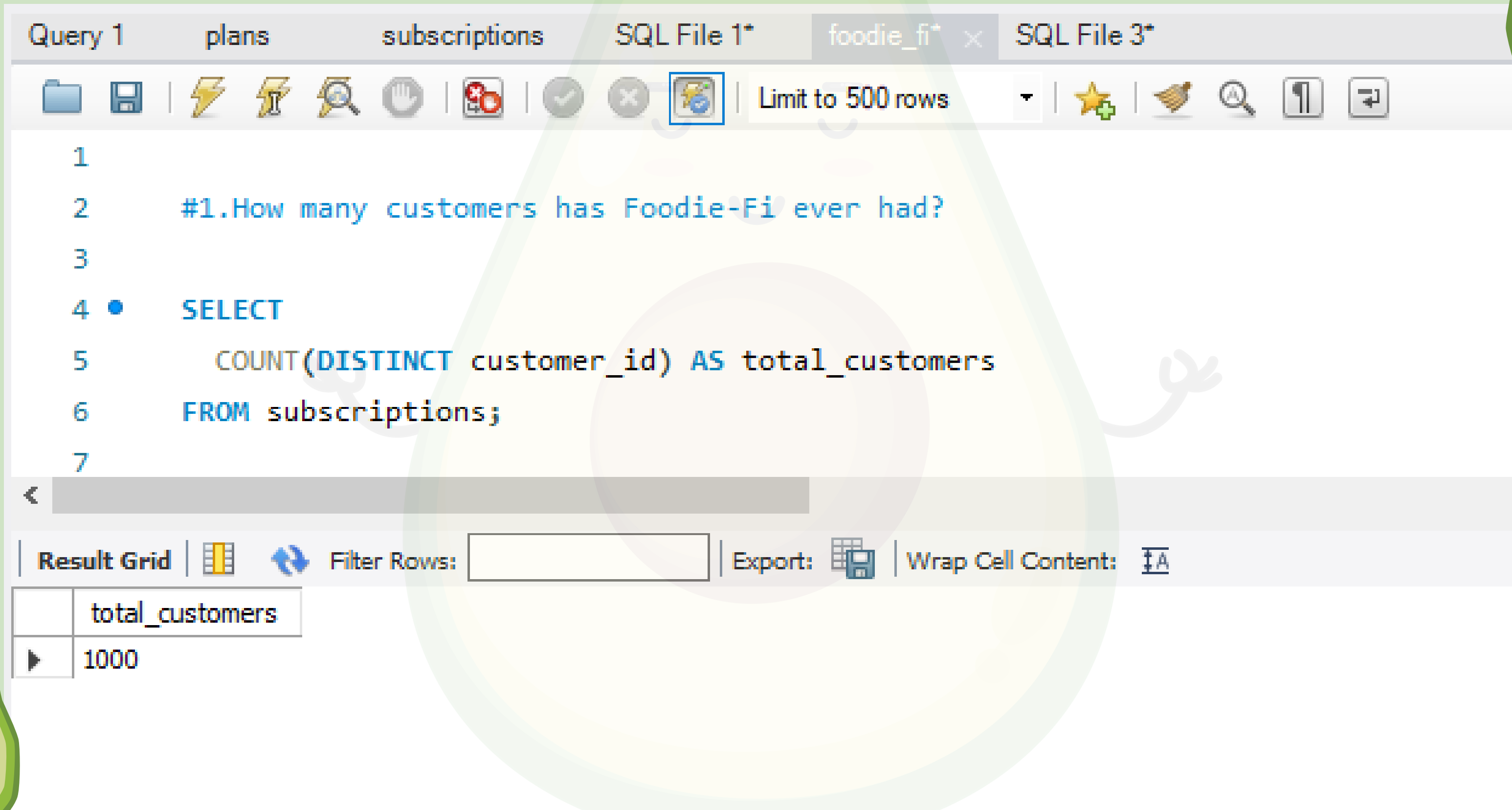
When customers churn - they will keep their access until the end of their current billing period but the `start_date` will be technically the day they decided to cancel their service.

customer_id	plan_id	start_date
1	0	2020-08-01
1	1	2020-08-08
2	0	2020-09-20
2	3	2020-09-27
11	0	2020-11-19
11	4	2020-11-26
13	0	2020-12-15
13	1	2020-12-22
13	2	2021-03-29
15	0	2020-03-17
15	2	2020-03-24
15	4	2020-04-29
16	0	2020-05-31
16	1	2020-06-07
16	3	2020-10-21
18	0	2020-07-06
18	2	2020-07-13
19	0	2020-06-22
19	2	2020-06-29
19	3	2020-08-29

## B. Data Analysis Questions

1. How many customers has Foodie-Fi ever had?
2. What is the monthly distribution of `trial` plan `start_date` values for our dataset - use the start of the month as the group by value
3. What plan `start_date` values occur after the year 2020 for our dataset? Show the breakdown by count of events for each `plan_name`
4. What is the customer count and percentage of customers who have churned rounded to 1 decimal place?
5. How many customers have churned straight after their initial free trial - what percentage is this rounded to the nearest whole number?
6. What is the number and percentage of customer plans after their initial free trial?
7. What is the customer count and percentage breakdown of all 5 `plan_name` values at `2020-12-31`?
8. How many customers have upgraded to an annual plan in 2020?
9. How many days on average does it take for a customer to an annual plan from the day they join Foodie-Fi?
10. Can you further breakdown this average value into 30 day periods (i.e. 0-30 days, 31-60 days etc)
11. How many customers downgraded from a pro monthly to a basic monthly plan in 2020?

# Question 1 : How many customers has Foodie-Fi ever had?



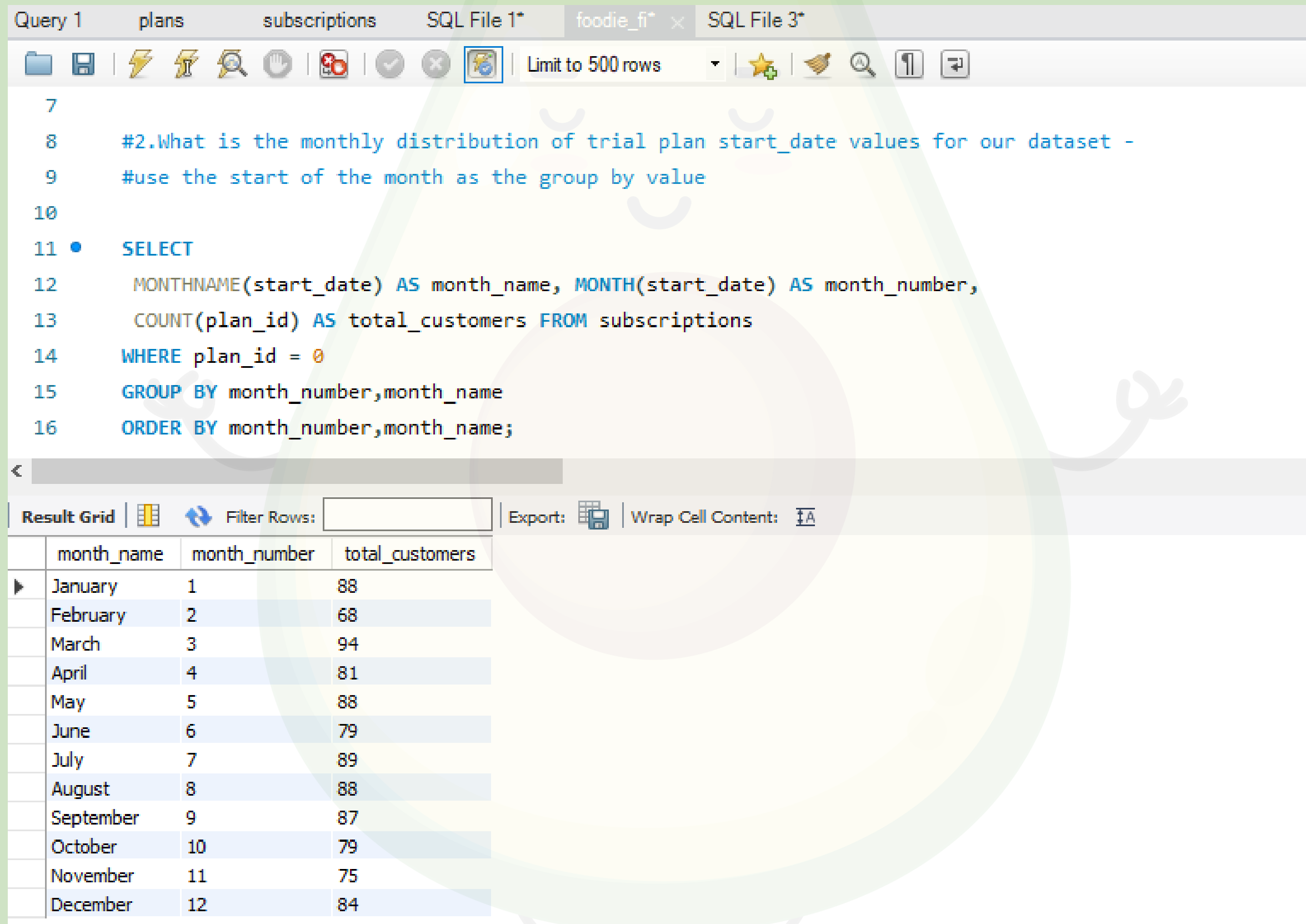
The screenshot shows a SQL query editor interface with a toolbar at the top containing icons for file operations, execution, and settings. The 'Limit to 500 rows' option is visible. The query text is as follows:

```
1  
2 #1.How many customers has Foodie-Fi ever had?  
3  
4 • SELECT  
5     COUNT(DISTINCT customer_id) AS total_customers  
6     FROM subscriptions;  
7
```

Below the query editor, the 'Result Grid' tab is active, displaying the following result:

	total_customers
▶	1000

Question 2: What is the monthly distribution of trial plan start\_date values for our dataset - use the start of the month as the group by value.



The screenshot shows a SQL IDE interface with a query editor and a result grid. The query editor contains the following SQL code:

```
7
8 #2.What is the monthly distribution of trial plan start_date values for our dataset -
9 #use the start of the month as the group by value
10
11 • SELECT
12     MONTHNAME(start_date) AS month_name, MONTH(start_date) AS month_number,
13     COUNT(plan_id) AS total_customers FROM subscriptions
14 WHERE plan_id = 0
15 GROUP BY month_number,month_name
16 ORDER BY month_number,month_name;
```











The result grid displays the following data:

month_name	month_number	total_customers
January	1	88
February	2	68
March	3	94
April	4	81
May	5	88
June	6	79
July	7	89
August	8	88
September	9	87
October	10	79
November	11	75
December	12	84








Question 3:What plan start\_date values occur after the year 2020 for our dataset? Show the breakdown by count of events for each plan\_name.

Query 1planssubscriptionsSQL File 1\*foodie\_fi\*SQL File 3\*



Limit to 500 rows



19

20#3.What plan start\_date values occur after the year 2020 for our dataset?

21#Show the breakdown by count of events for each plan\_name

22

23• SELECT

24p.plan\_id, p.plan\_name ,

25COUNT(s.start\_date) AS total\_events FROM plans p

26JOIN subscriptions s ON p.plan\_id= s.plan\_id



27WHERE YEAR(start\_date) >2020


28GROUP BY p.plan\_name, p.plan\_id


29ORDER BY p.plan\_id ;

30

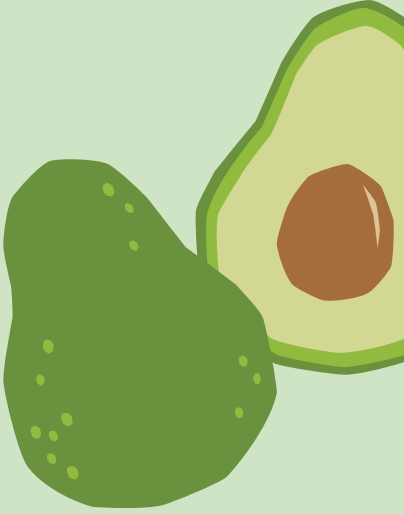
Result Grid

 Filter Rows:

Export: 

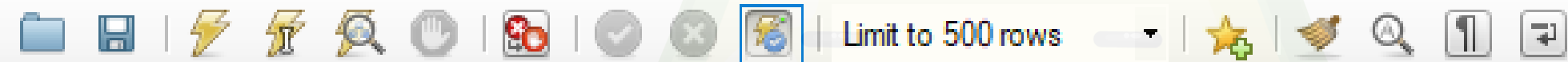
Wrap Cell Content: 

	plan_id	plan_name	total_events
▶	1	basic monthly	8
	2	pro monthly	60
	3	pro annual	63
	4	churn	71



Question 4 :What is the customer count and percentage of customers who have churned rounded to 1 decimal place?


Query 1 plans subscriptions SQL File 1\* foodie\_fi\* x SQL File 3\*





```
31
32 #4.What is the customer count and percentage of customers who have churned rounded to 1 decimal place?
33
34 • WITH cte AS (
35     SELECT COUNT(DISTINCT s.customer_id) AS total_customer ,
36     SUM( CASE WHEN p.plan_name = "churn" THEN 1 ELSE 0 END ) AS chured_customer,
37     ROUND((SUM( CASE WHEN p.plan_name = "churn" THEN 1 ELSE 0 END )
38     /COUNT(DISTINCT s.customer_id)*100),1) AS percentage_of_chured_customer
39     FROM subscriptions s
40     JOIN plans p ON p.plan_id = s.plan_id)
41     SELECT
42     cte.total_customer, cte.percentage_of_chured_customer
43     FROM cte;
```

<

Result Grid

 Filter Rows:

Export: 

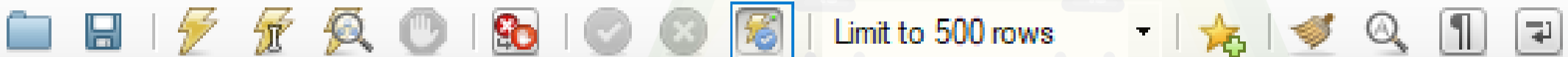
Wrap Cell Content: 

☐


	total_customer	percentage_of_chured_customer
▶	1000	30.7



Question 5 :How many customers have churned straight after their initial free trial - what percentage is this rounded to the nearest whole number?

Query 1 plans subscriptions SQL File 1\* foodie\_fi\* x SQL File 3\*



```
46
47  #5.How many customers have churned straight after their initial free trial -
48  #what percentage is this rounded to the nearest whole number?
49
50  • WITH cte AS (
51      SELECT *,
52      RANK() OVER(PARTITION BY customer_id ORDER BY start_date) AS rnk
53      FROM subscriptions)
54      SELECT SUM( CASE WHEN cte.rnk =2 AND p.plan_name="churn" THEN 1 ELSE 0 END) AS chured_customer,
55      (ROUND(SUM( CASE WHEN cte.rnk =2 AND p.plan_name="churn" THEN 1 ELSE 0 END)/
56      COUNT(DISTINCT cte.customer_id)*100,0)) AS churn_percentage
57      FROM cte JOIN plans p ON cte.plan_id = p.plan_id;
58
```

Result Grid |  Filter Rows:

Export:  Wrap Cell Content: 

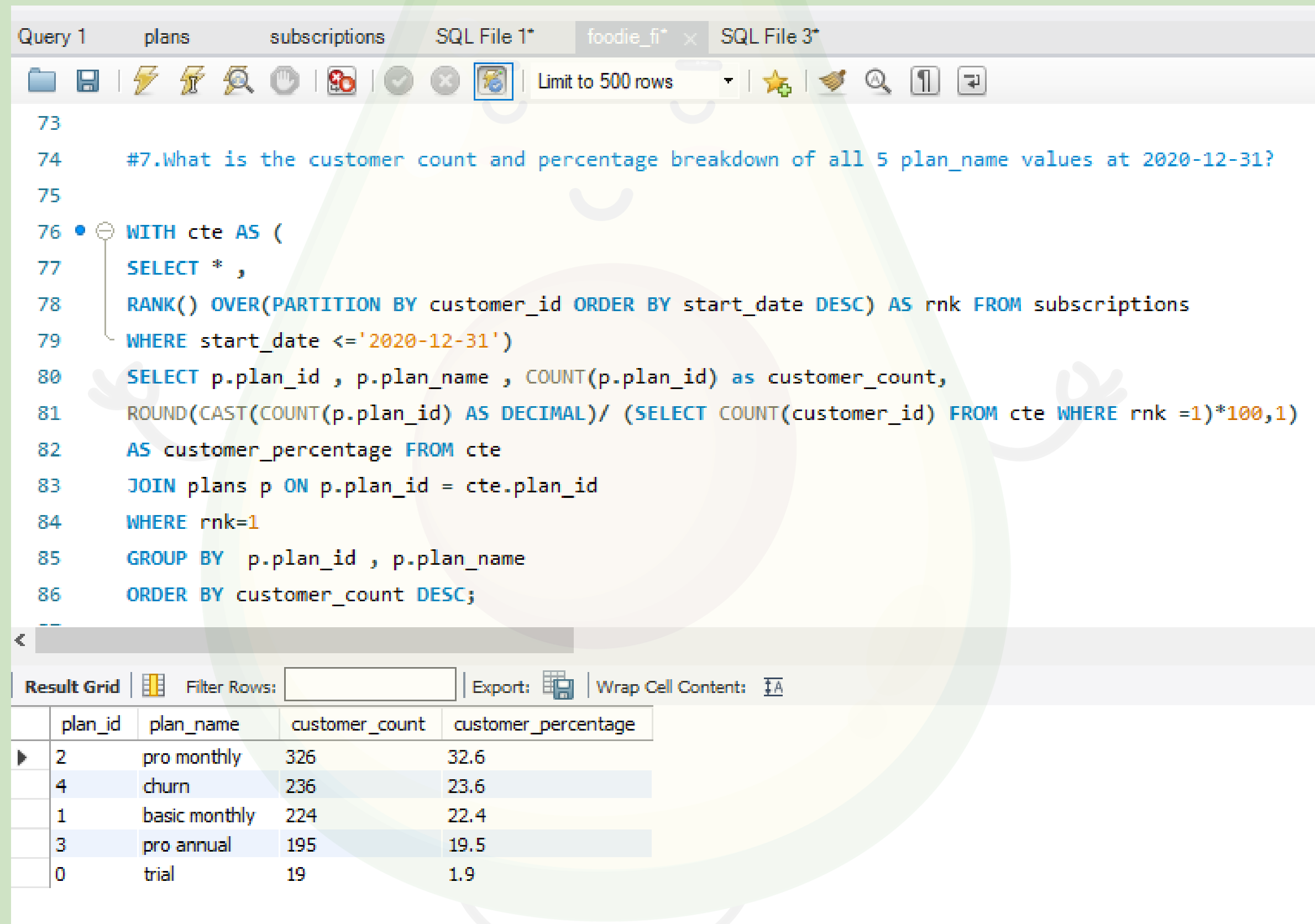
	chured_customer	churn_percentage
▶	92	9

## A stylized illustration of two avocados. On the left is a whole, dark green avocado with small yellow speckles. On the right is a halved avocado, showing its light green flesh, a large brown pit, and a thin green skin. The background is a solid light green.

A stylized illustration of a sliced avocado. The avocado is cut in half, showing a large, light green pit in the center. The flesh is a pale yellow-green color. The outer skin is a darker green. To the left of the avocado half is a small wedge of lime, also green, with three small yellow dots representing seeds. The background is a solid light green color.

	plan_id	plan_name	converted	conversion_percentage
▶	1	basic monthly	546	54.6
	2	pro monthly	325	32.5
	3	pro annual	37	3.7
	4	churn	92	9.2

## Question 7 :What is the customer count and percentage breakdown of all 5 plan\_name values at 2020-12-31?



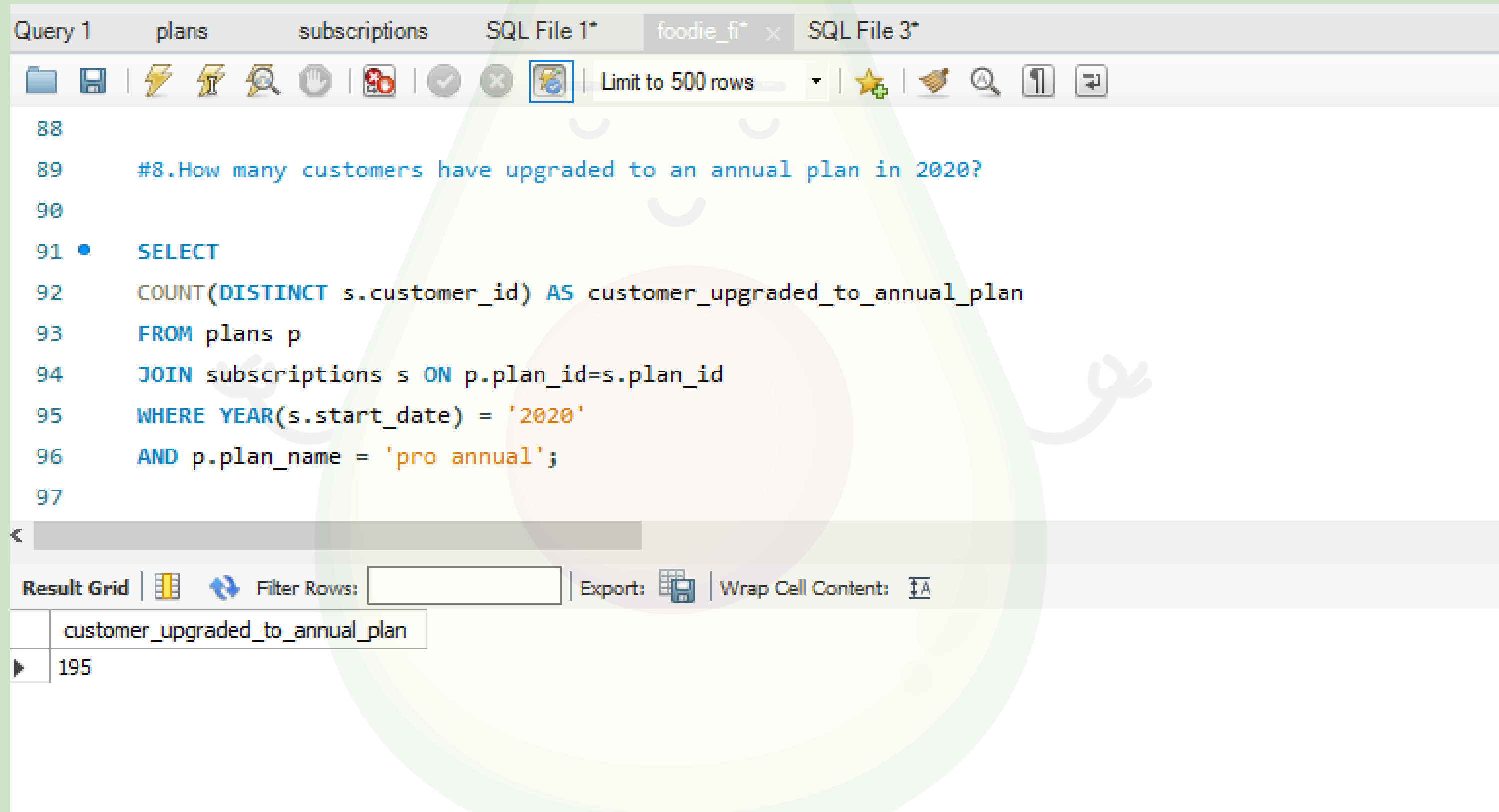
The screenshot shows a SQL IDE interface with a query editor and a result grid. The query is designed to calculate the customer count and percentage breakdown for five different plan names as of December 31, 2020. The query uses a Common Table Expression (CTE) to rank subscriptions by start date, then joins this with the plans table to calculate the percentage of customers for each plan.

```
73
74 #7.What is the customer count and percentage breakdown of all 5 plan_name values at 2020-12-31?
75
76 WITH cte AS (
77     SELECT * ,
78     RANK() OVER(PARTITION BY customer_id ORDER BY start_date DESC) AS rnk FROM subscriptions
79     WHERE start_date <='2020-12-31')
80     SELECT p.plan_id , p.plan_name , COUNT(p.plan_id) as customer_count,
81     ROUND(CAST(COUNT(p.plan_id) AS DECIMAL)/ (SELECT COUNT(customer_id) FROM cte WHERE rnk =1)*100,1)
82     AS customer_percentage FROM cte
83     JOIN plans p ON p.plan_id = cte.plan_id
84     WHERE rnk=1
85     GROUP BY  p.plan_id , p.plan_name
86     ORDER BY customer_count DESC;
```

The result grid displays the following data:

	plan_id	plan_name	customer_count	customer_percentage
▶	2	pro monthly	326	32.6
	4	churn	236	23.6
	1	basic monthly	224	22.4
	3	pro annual	195	19.5
	0	trial	19	1.9

## Question 8 :How many customers have upgraded to an annual plan in 2020?



The screenshot shows a SQL IDE interface with a query editor and a result grid. The query editor contains the following SQL code:

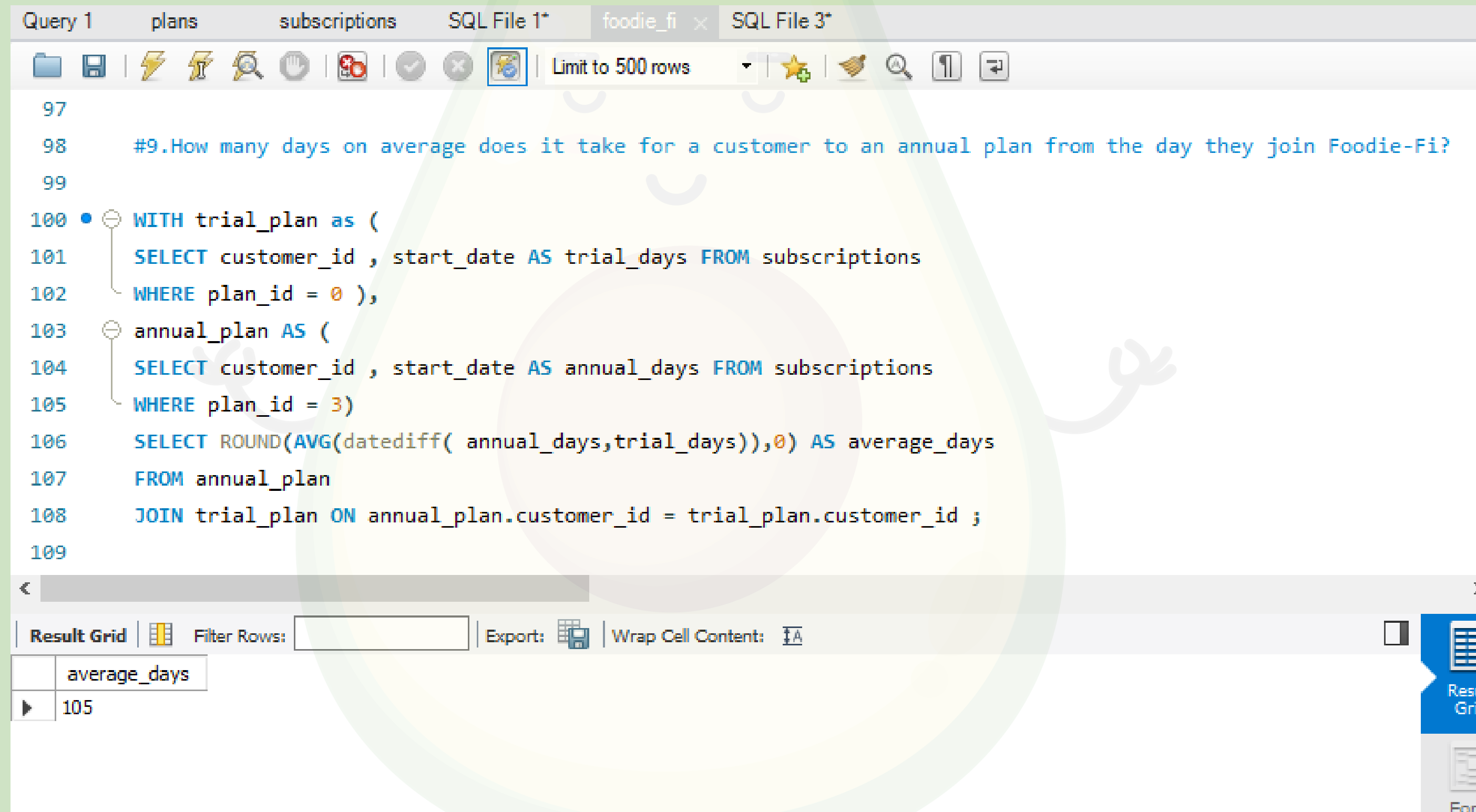
```
88
89 #8.How many customers have upgraded to an annual plan in 2020?
90
91 • SELECT
92 COUNT(DISTINCT s.customer_id) AS customer_upgraded_to_annual_plan
93 FROM plans p
94 JOIN subscriptions s ON p.plan_id=s.plan_id
95 WHERE YEAR(s.start_date) = '2020'
96 AND p.plan_name = 'pro annual';
97
```

The result grid shows the following data:

customer_upgraded_to_annual_plan
195

The IDE interface includes a toolbar with various icons for file operations, editing, and execution. The result grid also has options for filtering rows, exporting, and wrapping cell content.

## Question 9: How many days on average does it take for a customer to an annual plan from the day they join Foodie-Fi?



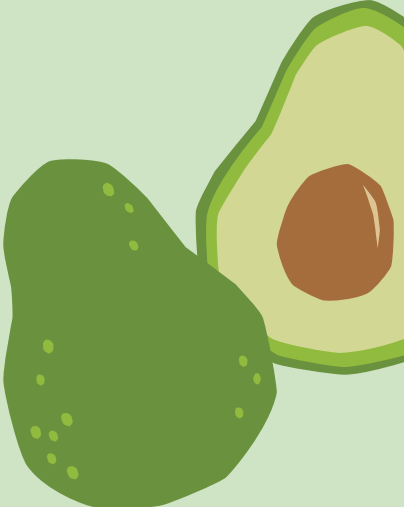
The screenshot shows a SQL IDE interface with a query editor and a result grid. The query editor contains the following SQL code:

```
97
98 #9.How many days on average does it take for a customer to an annual plan from the day they join Foodie-Fi?
99
100 WITH trial_plan as (
101     SELECT customer_id , start_date AS trial_days FROM subscriptions
102     WHERE plan_id = 0 ),
103     annual_plan AS (
104     SELECT customer_id , start_date AS annual_days FROM subscriptions
105     WHERE plan_id = 3)
106     SELECT ROUND(AVG(datediff( annual_days,trial_days)),0) AS average_days
107     FROM annual_plan
108     JOIN trial_plan ON annual_plan.customer_id = trial_plan.customer_id ;
109
```

The result grid shows the following data:

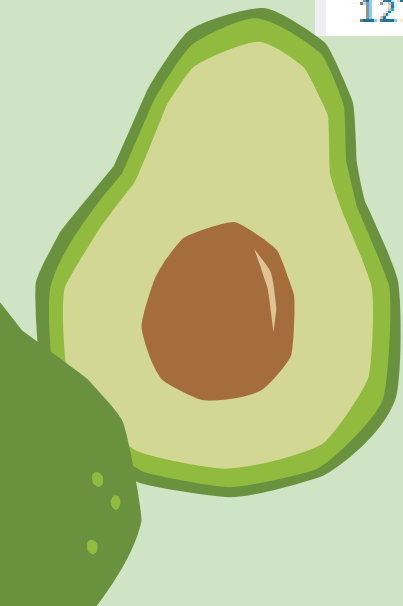
average_days
105

# Question 10 :Can you further breakdown this average value into 30 day periods (i.e. 0-30 days, 31-60 days etc)



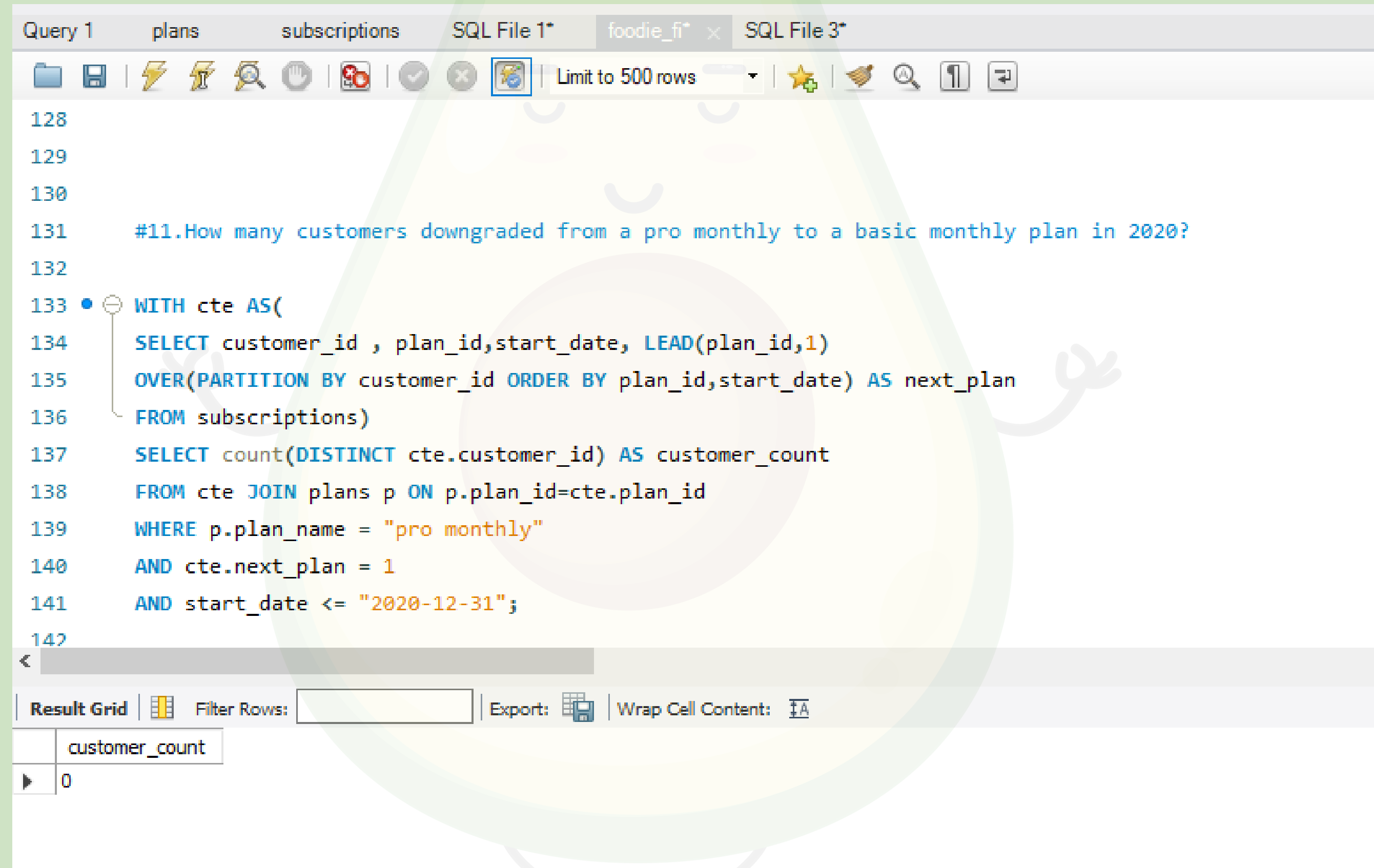
```
Query 1  plans  subscriptions  SQL File 1*  foodie_fi*  SQL File 3*
Limit to 500 rows
111
112  #10.Can you further breakdown this average value into 30 day periods (i.e. 0-30 days, 31-60 da
113
114  WITH trial_plan AS (
115    SELECT customer_id , start_date AS trial_days FROM subscriptions
116    WHERE plan_id = 0 ),
117    annual_plan AS (
118    SELECT customer_id , start_date as annual_days from subscriptions
119    WHERE plan_id = 3),
120    cte AS (
121    SELECT
122      FLOOR(DATEDIFF(annual_days, trial_days)/30 ) AS average_value
123    FROM annual_plan JOIN trial_plan ON annual_plan.customer_id = trial_plan.customer_id )
124    SELECT concat((average_value*30), "-", ((average_value +1)*30), "days") AS breakdown,
125    COUNT(*) AS customers
126    FROM cte GROUP BY average_value
127    ORDER BY average_value;
```

Result Grid			Filter Rows:	Export:
	breakdown	customers		
▶	0-30days	48		
	30-60days	25		
	60-90days	33		
	90-120days	35		
	120-150days	43		
	150-180days	35		
	180-210days	27		
	210-240days	4		
	240-270days	5		
	270-300days	1		
	300-330days	1		
	330-360days	1		





# Question 11: How many customers downgraded from a pro monthly to a basic monthly plan in 2020?



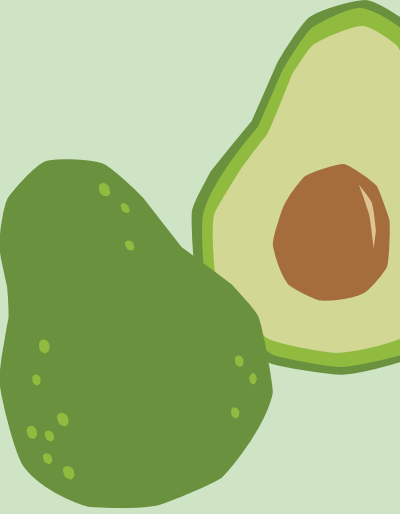
The screenshot shows a SQL IDE with the following query:

```
128
129
130
131 #11.How many customers downgraded from a pro monthly to a basic monthly plan in 2020?
132
133 WITH cte AS(
134     SELECT customer_id , plan_id,start_date, LEAD(plan_id,1)
135     OVER(PARTITION BY customer_id ORDER BY plan_id,start_date) AS next_plan
136     FROM subscriptions)
137     SELECT count(DISTINCT cte.customer_id) AS customer_count
138     FROM cte JOIN plans p ON p.plan_id=cte.plan_id
139     WHERE p.plan_name = "pro monthly"
140     AND cte.next_plan = 1
141     AND start_date <= "2020-12-31";
142
```

The result grid shows the following data:

customer_count
0

# Outside The Box Questions



## Question 1:How would you calculate the rate of growth for Foodie-Fi?

To calculate the rate of growth for subscription-based business( Foodie-Fi), compare the change in the number of subscribers over a specific period of time. Here's a step-by-step guide to calculating the rate of growth:

- Determine the time period: Decide on the specific time frame you want to analyze. It could be a month, quarter, or year, depending on the level of detail you require.
- Obtain the subscriber count: Note down the number of subscribers at the beginning and end of the selected time period. As "**Subscribers\_initial**" and "**Subscribers\_final**," respectively.
- Calculate the net change in subscribers: Subtract the initial subscriber count from the final subscriber count.  
**Net Change = Subscribers\_final - Subscribers\_initial.**
- Determine the growth rate: To calculate the growth rate, divide the net change in subscribers by the initial subscriber count and multiply by 100 to express it as a percentage.
- Interpret the growth rate: The resulting growth rate percentage represents the rate of growth for the given time period. A positive growth rate indicates an increase in subscribers, while a negative growth rate signifies a decrease.

The formula is:

$$\text{Growth Rate} = (\text{Net Change} / \text{Subscribers\_initial}) * 100.$$



# Outside The Box Questions

**Question 2:What key metrics would you recommend Foodie-Fi management to track over time to assess performance of their overall business?**

There are several key metrics that can help assess the performance of the overall business. These metrics provide insights into different aspects of the business and can be used to monitor growth, profitability, customer satisfaction, and operational efficiency.

- Subscriber Count
- Churn Rate
- Average Revenue per User (ARPU)
- Customer Lifetime Value (CLV)
- Monthly Recurring Revenue (MRR)
- Customer Acquisition Cost (CAC)
- Conversion Rate
- Customer Satisfaction and Net Promoter Score (NPS)
- Operational Metrics

# Outside The Box Questions

**Question 3:What are some key customer journeys or experiences that you would analyse further to improve customer retention?**

To improve customer retention for Foodie-Fi, it's essential to analyze and enhance key customer journeys and experiences. Here are some customer journeys and experiences to consider for further analysis:

- Onboarding Process:
- Content Discovery and Personalization:
- Billing and Payment
- Customer Support and Issue Resolution
- Engagement and Communication
- Renewal and Upgrade Process
- Feedback and Review Mechanisms
- Exclusive Benefits and Loyalty Programs

# Outside The Box Questions

**Question 4: If the Foodie-Fi team were to create an exit survey shown to customers who wish to cancel their subscription, what questions would you include in the survey?**

It's important to gather valuable feedback that can provide insights into the reasons for cancellation and potential areas for improvement. Here are some questions you could include in the survey:

- Reason for canceling?
- Specific features or functionalities that you found lacking?
- On a scale of 1-10?
- Did you find the user interface and overall website/app experience intuitive and user-friendly?
- Did you encounter any issues with billing or payment that contributed to your decision to cancel?



# Outside The Box Questions

**Question 5:What business levers could the Foodie-Fi team use to reduce the customer churn rate? How would you validate the effectiveness of your ideas?**

To reduce the customer churn rate for Foodie-Fi, the team can utilize various business levers. Here are some ideas

- Enhance Content Quality and Variety
- Personalization and Recommendation Algorithms
- Improve User Experience
- Offer Exclusive Benefits and Loyalty Programs
- Proactive Customer Support
- Pricing and Subscription Options
- Re-Engagement Campaigns

# Thank You



AVO-CUDDLE

